RETURN BALLOT BY

R-5515 B

Dear Panelist:

With this ballot I am sending you ten packs of cigarettes coded as follows: L9 - 5 packs and G5 - 5 packs. Remember, you do not have to smoke all of the cigarettes - only as many as you need to complete the questionnaire.

When this questionnaire is completely filled out, please return it to me in the enclosed postage-paid envelope. Thank you very much - your cooperation in this test is most helpful.

D. F. Reynolds
Panel Leader

PLEASE READ ENTIRE BALLOT BEFORE STARTING TEST

First smoke some of the cigarettes marked L9 and then the cigarettes marked G5. Then compare the two cigarettes with each other and complete the questions below.

Which cigarette:	L9	G5	No Difference
1. has more total taste?	___	___	___
2. has an off-taste?	___	___	___
3. is harsher?	___	___	___
4. is more spicy?	___	___	___
5. is sweeter-tasting?	___	___	___
6. is more bitter?	___	___	___
7. is more tobacco-like in flavor?	___	___	___
8. has the better aftertaste?	___	___	___
9. has more menthol coolness?	___	___	___
10. Which do you prefer? (choose one)	___	___	

11a. Check the box that best describes how you feel about the overall acceptability of the cigarette coded L9.

dislike extremely	dislike very much	dislike moderately	dislike slightly	neither like nor dislike	like slightly	like moderately	like very much	like extremely

11b. Check the box that best describes how you feel about the overall acceptability of the cigarette coded G5.

dislike extremely	dislike very much	dislike moderately	dislike slightly	neither like nor dislike	like slightly	like moderately	like very much	like extremely

12a. Would you buy the L9 cigarette if it were available now?

definitely not	probably not	possibly not	uncertain	possibly	probably	definitely

12b. Would you buy the G5 cigarette if it were available now?

definitely not	probably not	possibly not	uncertain	possibly	probably	definitely

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Source: https://www.industrydocuments.ucsf.edu/docs/jqgk0000